

Message Text

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SUBJ: BID SUMMARY AND POST RECOMMENDATIONS: GMS BUSINESS
EQUIPMENT AND SYSTEMS

FOR COMMERCE

REF: STATE A-8667, NOV. 19, 1974

1. OF 13 FIRMS SOLICITED, FOLLOWING THREE HAVE SUBMITTED BIDS FOR
GLOBAL MARKET SURVEY IN BUSINESS EQUIPMENT AND SYSTEMS: (ALL DOLLAR
PRICES CONVERTED BY POST AT OFFICIAL RATE AT TIME OF BID DEADLINE;
648 EQUALS \$1).

A) THEODORE TRANCU AND ASSOCIATES. ITALY ONLY. BID: LIRE
2,500,000 (\$3858). TRANCU PROPOSES 40 INTERVIEWS: INDUSTRY, 15
TRADERS, 15, AND "OTHERS", 10. TRANCU CITES IN BID THREE STUDIES
IN BUSINESS EQUIPMENT FIELD PREVIOUSLY CONDUCTED FOR USDOC;
MINICOMPUTERS, TERMINALS AND PERIPHERALS IN ITALY, 1974;
ADVANCED FILING SYSTEMS AND OFFICE EQUIPMENT IN ITALY, 1968;
AND OFFSET PRINTING MACHINES, 1968. THE BIDDER ALSO CLAIMS
ACCESS TO DATA FROM IBM EUROPE IN CONNECTION WITH THEIR PUBLIC
RELATIONS CONTRACT WITH IBM, AND WAS SUBCONTRACTOR ON SURVEY
OF MICROFILM EQUIPMENT IN ITALY, 1971. BUSINESS EQUIPMENT STUDY
WOULD BE CONDUCTED BY CLAUDIO BUCHAL, CHIEF RESEARCHER, WHO
HAS CONDUCTED 20 SURVEYS FOR USDOC IN PAST FOUR YEARS.

B) SOCIETA' ITALIANA PER L'ECONOMIA APPLICATA(SITEA). ITALY
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ONLY. BID: LIRE 2,500,000 (\$3858). SITEA PROPOSES 30 INTERVIEWS

AS FOLLOWS: MANUFACTURERS, IMPORTERS AND SALES REPRESENTATIVES, 25, INDUSTRIAL ASSOCIATIONS, GOVERNMENT AUTHORITIES AND OTHERS, 5. SITEA STATES THAT THEY HAVE HAD NO PREVIOUS EXPERIENCE IN THE BUSINESS EQUIPMENT SECTOR. RESEARCH WOULD BE CONDUCTED BY DR. ANTONIO MARTELLI, MANAGING DIRECTOR, AND RESEARCHER GUALTIERO TONELLA, WHO CLAIM 14 AND 6 YEARS EXPERIENCE RESPECTIVELY IN MARKET RESEARCH. GIUSEPPE TRAVAGLINI, ENGINEERING STUDENT, WOULD ASSIST.

C) CERPI-INTERPROGETTI S.P.A. ITALY ONLY. BID: LIRE 2,800,000 (\$4321). CERPI PROPOSES 42 PERSONAL INTERVIEWS AS FOLLOWS: INDUSTRY, 6, EXPORTERS, IMPORTERS, AND TRADE REPRESENTATIVES, 15, GOVERNMENT AUTHORITIES, 5, END-USERS, 16. CERPI HAS NOT PREVIOUSLY CONDUCTED RESEARCH IN THE BUSINESS EQUIPMENT SECTOR. THE SURVEY WOULD BE CONDUCTED BY DR. PETRO MARASCHI, DR. OF ECONOMICS, CHIEF RESEARCHER, AND DR. GIUSEPPE SPAGNOLO, DR. OF ECONOMICS, DIRECTOR OF RESEARCH.

2. POST RECOMMENDATIONS:

A) FROM THE THREE BIDS SUBMITTED, WE BELIEVE THEODORE TRANCU AND ASSOCIATES OFFERS BEST COMBINATIONS OF PRICE, VOLUME OF WORK, AND EXPERTISE. THEIR PROPOSED WORK VOLUME MATCHES CERPI AT A LOWER COST, AND FAR EXCEEDS THE SITEA PROPOSAL. TRANCU ALSO OFFERS THE MOST PREVIOUS EXPERIENCE IN SECTORS RELATED TO BUSINESS EQUIPMENT. THE POST THEREFORE, RECOMMENDS THAT TRANCU BE GIVEN HIGHEST CONSIDERATION.

B) ALTHOUGH PERSONNEL OF CERPI-INTERPROGETTI S.P.A. HAVE GOOD REPUTATION IN RESEARCH IN OTHER FIELDS THAN BUSINESS EQUIPMENT, POST DOES NOT RECOMMEND CERPI BECAUSE OF HIGHER COST. HOWEVER, IF USDOC PLACES HIGH PRIORITY ON TWO FACTORS, ONE THE CONTINUED EXPANSION OF STUDY PLACEMENTS IN ITALY TO PREVIOUSLY UNUSED CONTRACTORS, OR TWO, A DESIRE TO OBTAIN AN ALTERNATE VIEW OF THIS SECTOR OF ITALIAN MARKET THAN THAT OF TRANCU'S PREVIOUS REPORTS, THEN CERPI WOULD QUALIFY AS THE ALTERNATIVE.

C) THE POST DOES NOT BELIEVE SITEA SHOULD BE CONSIDERED FOR THIS STUDY. SITEA'S BID OFFERS A LOWER VOLUME OF WORK AT THE SAME PRICE AS TRANCU, AND WE THINK IT PRUDENT NOT TO AWARD A NEW STUDY
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TO SITEA BEFORE THEIR FIRST REPORT FOR USDOC, ON METAL FINISHING EQUIPMENT, CAN BE EVALUATED. SITEA IS THEREFORE NOT RECOMMENDED.

3. COPIES OF BID DOCUMENTS SENT VIA APO AND AIR POUCH ON JANUARY 15.FINA

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